

18. (New)                The method of claim 2 wherein the revised copy of the web site content includes rich text formatted content and the updating step includes mapping the rich text formatted content to hypertext markup language.
19. (New)                The method of claim 5 wherein the update profile specifies predetermined graphics or text on the web site to be updated.
20. (New)                The computer of claim 8 wherein the revised copy of the web site content includes rich text formatted content and the updating step includes mapping the rich text formatted content to hypertext markup language.
21. (New)                The computer of claim 9 wherein the update profile specifies predetermined graphics or text on the web site to be updated.
22. (New)                The system of claim 1 wherein the revised copy of the web site content includes rich text formatted content and the updating step includes mapping the rich text formatted content to hypertext markup language.
23. (New)                The system of claim 15 wherein the update profile specifies predetermined graphics or text on the web site to be updated.